



Performance Measurement of its cultural services and activities: The Case study of Public Library in Clermont-Ferrand.

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Measures of the library's impact on the community offers library management three opportunities: optimal assessment of the library's effectiveness; in-depth analysis of the library's own goals and objectives; and better insight into stakeholders' expectations. This area of qualitative research is more difficult to accomplish in France, than using more simple quantitative methodologies that deal mainly with results. Library staff needs to compare descriptive facts to the goals and objectives of the institution in order to best maximize positive outcomes. Yet impact and outcomes require more complex measures. Recently, the LOLF (Budget Reform and State Modernisation in France¹) application demonstrates the crucial need of measuring all types of library activities and use to improve management decisions. However, it reveals actuality, some difficulties for librarians especially when it is about measuring services and activities for culture purpose. The paper focusing on the case study of Clermont-Ferrand public libraries, explains these difficulties due mainly to the meaning of Culture itself that cannot be easily measured with quantitative methods. The goals and objectives of this case will be presented and explained in detail in the paper, which reveals that linking actual results to the resources allocated is not obvious from librarians' points of view. Meanwhile, the paper demonstrates the feasibility of applying a set of performance indicators to measure cultural services and activities, basing on the finding of a survey held in Clermont-Ferrand Public libraries who are carrying out a real policy on this filed.

¹ http://www.finances.gouv.fr/lolf/16_1.htm